

The Journal of

AMERICA'S PHYSICIAN GROUPS

2019 Media Kit



AUDIENCE

The Journal of America's Physician Groups is distributed to APG members, administrators of medical groups, Fortune 500 CEOs & HR executives; public policymakers and other healthcare decision-makers throughout the U.S., including Puerto Rico.

ESTABLISHED

2007

STAFF

Publisher

Valerie Okunami

Editor-in-Chief

Don Crane

Editorial Advisory Board

Lura Hawkins, MBA
Amy Nguyen Howell, MD, MBA
Mary Kay Payne, Arch Health Partners

Managing Editor

Lura Hawkins, MBA

Editorial Assistant

David L. Allen

CIRCULATION PER ISSUE

7,500 hard copy subscribers

10,000 digital subscribers

Digital Platform: ISSUU

Up to **3,000** additional copies per year are distributed at APG events

ISSUANCE

3 times a year

AGENCY DISCOUNTS

15%

ABOUT THE JOURNAL OF AMERICA'S PHYSICIAN GROUPS

The Journal of America's Physician Groups offers educational, inspirational, and timely editorial content that explores current issues in the healthcare value movement. *The Journal of America's Physician Groups* delivers up-to-date information to APG members and other healthcare leaders throughout the nation and Puerto Rico. Each issue features stories on prominent healthcare organizations and experts, trends, legislation, information technology, accountable care organizations, and other critical topics of interest to readers.

EDITORIAL & ADVERTISING

Valerie Okunami 916-761-1853
journalofapg@gmail.com

2019 CALENDAR

Conference Edition

Theme: Quality and Efficiency: How to Succeed in Risk-Based Models

Regional Focus: Midwest

Editorial and advertising due Friday, February 15, 2019

Summer

Theme: Changes in Healthcare/Political Environment and Direct Contracting in Medicare

Regional Focus: Southwest/California

Editorial due, Friday, June 14, 2019

Advertising due Friday, July 12, 2019

Colloquium Edition

New Alternative Payment Models

Regional Focus: Southeast & Puerto Rico

Editorial due Sunday, September 15, 2019

Advertising due Friday, October 4, 2019

For editorial guidelines, visit apg.org/editorial or email Valerie Okunami at journalofapg@gmail.com

ADVERTISING PAGE DIMENSIONS (WXH)

Spread (Bleed)	16.5" x 11"
Spread (Non-Bleed)	15.25" x 9.75"
Full (Bleed)	8.375" x 11"
Full (Non-Bleed)	7.25" x 9.875"
1/2 (Non-Bleed)	7.25" x 4.8125"
1/2 vertical (Non-Bleed)	4.75 x 9.875
1/4 horizontal *	4.75" x 3.5"

**1/4 page ad sizes will be stacked on a page and are not available for page dominance.*

AD SPECS:

Trim Size:	8 1/8" x 10 7/8"
Paper:	70# self-cover
Binding:	Saddlestitch
Screen:	150 line recommended

Full Color	1x	2x	3x
Full Page	3135	2975	2827
1/2 page	1881	1787	1695
1/4 page	1095	1045	990
2 page spread	4706	4470	4230
Premium Placement:			
OBC	4389	4175	3955
IFC	3920	3723	3525
IBC	3602	3425	3250
Black and White			
Full page	2039	1936	1837
1/2 page	1221	1160	1200
1/4 page	715	682	643
2 page spread	3058	2904	2750
Inserts			
2 page	2447	2320	2200
4 page	2882	2739	2600
6 page	3542	3371	3195

AD FILES:

High-resolution PDF preferred. JPG, EPS, QuarkXPress and Adobe InDesign are also accepted.

EMAIL ADS TO:

journalofapg@gmail.com. If larger than 6MB, please send via dropbox.com.

ADDITIONAL INFO:

All ad and insert rates are per insertion. Color may be added to a black and white ad for \$100 per color (CMYK only). Add 10% for preferred placement. APG members and partners receive discounted rates.

For advertising questions, please contact Valerie Okunami at journalofapg@gmail.com or call 916-761-1853